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**CENTRAL FAX CENTER****JUL 02 2007****PATENT**  
**PD-990193****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants:

Finseth et al.

Serial No.: 09/532,755

For: "Method and Apparatus for  
Transmission, Receipt and Display of  
Advertisements"

Filed: March 22, 2000

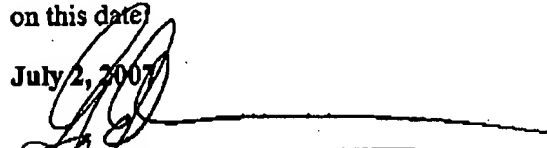
Group Art Unit: 2623

Examiner: James Sheleheda

Certification Under 37 CFR 1.8I hereby certify that this paper is being  
facsimile transmitted to (571) 571-8300  
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Commissioner for Patents  
P. O. Box 1450  
Alexandria VA 22313-1450

on this date

July 2, 2007

  
Georgann Grunebach  
Registration No. 33,179  
Attorney for Applicants**RESPONSE TO THE OFFICE ACTION DATED MAY 1, 2007**Mail Stop AF  
Commissioner for Patents  
P. O. Box  
Alexandria VA 22313-1450

Sir:

In response to the official action dated May 1, 2007, please consider the following  
remarks:

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 15 of this paper.